RJ Reynolds

Tobacco Company

Faith M. Decker
Key Account Manager

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September 10, 1996

TO: **ROU's**

NOTE: Please copy all Retail Reps and Sales Reps on this letter.

SUBJECT: ***Walgreen Drug - CID #0203-XX-XX***
RETAIL PARTNER CONTRACT

Ladies & Gentlemen:

Great News! We have entered into a Level I Retail Partnership Program with Walgreen. The displays will be placed the 1st week of October on a National basis by Walgreen store personnel.

Two (2) boxes, containing a total of three (3) displays will be shipped to all stores automatically by Walgreen Drug. Stores have been notified via Walgreen bulletin of placement/program details. Attached is a copy of the details sent to the stores, along with a brand-by-brand plan-o-gram and store instructions. In the display boxes shipped to stores, will also be the same information for their implementation upon arrival. POS advertising pieces will be included in each shipper.

The contract was sold as a "turn key" program; therefore, you will not need to place the units. However, during your next visit, you need to ensure that your Region brand priority guidelines (display plan-o-grams) are followed and contract compliance is in place.

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Source: https://www.industrydocuments.ucsf.edu/docs/rypm0000

The below listed plans will be mass updated in SIS by this office:

Pack Outlet	NSL1D
Pack Accrual	L1D

All stores doing 100+ industry volume will be on the above plans only.

All stores falling into the 0-99 volume, will qualify for the R.A. Contract, Plan G. These stores will also be mass updated by this office.

Each Walgreen district will be contacted by your local RJR Account Managers, and a determination will be made as to participation in National work plan promotions; i.e., BSGSF's, premiums, etc. At this time, headquarters will not mandate National work plan promotions. It will be the responsibility of each local RJR manager calling on Walgreens to present these National promotions and then notify you of each district's decision. 1996 Partner Accrual promotions will be limited to buy-downs.

In the near future, you will be hearing from your RJR Account Manager, who has responsibility for your Walgreen stores. This individual will be your contact concerning compliance issues, local promotions and local contract modifications. You should contact them for your daily comments and concerns.

Selling and implementing this project has been a long and lengthy process; I appreciate your patience and assistance. Walgreen has indicated a renewed commitment to the category and they are anxious to grow their volume and RJR share of market. Certainly, we'll begin to see a marked improvement.

Sincerely,

Faith

Faith M. Decker
FMD/pjn
Attachments
cntract2.doc

NOTE TO RM'S: Please ensure that all Walgreen locations within your responsibility have a RR assigned to it and it is in their routing schedule.

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